

JUN 29 1898

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SMITHSONIAN REPORT

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX.

NEW YORK, MAY 26, 1897.

No. 8.

BOOKS
OPEN TO
ALL

Here are the Rates

25^{C. THE LINE}
DAILY
EDITION

20^{C. THE LINE}
SUNDAY
EDITION

For General Display Advertising in

The Philadelphia Record

(With liberally adjusted Discounts for Long Term Contracts).



Now compare these rates — circulation for circulation — with those of any other newspaper in America. The verdict? Why, it will be in our favor. :: :: :: :: :: :: For instance, our sworn circulation for past year was :

Average Daily Edition, 170,402 copies

“ Sunday “ 124,234 “

For further information address

THE RECORD PUBLISHING COMPANY,
Philadelphia.



The Messenger

*between the Manufacturer and the
Consumer is the Local Weekly.*

It promptly and accurately delivers its message every week. The communication is direct and immediate.

The same consumers are talked to every week. This is cumulative advertising, which is the most valuable kind.

The New England, Middle and Atlantic Slope States contain the well-to-do people of our land, and the Local Weekly is their paper—the one they read and by which they are influenced.

1,600 local papers comprise the Atlantic Coast Lists.
Divided into ten separate divisions for convenience.
A million families reached weekly.
One order, one electro does the business.
Special estimates and catalogue for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX.

NEW YORK, MAY 26, 1897.

No. 8.

ABOUT CUTS.*

SOME FACTS TO BE CONSIDERED IN CONNECTION WITH CUTS, TYPE AND ELECTROTYPES. COMPILED BY THE PUBLISHERS OF M'CLURE'S MAGAZINE.

IN REGARD TO TYPE.

It is well known, that after a font of type has been used for a time it becomes worn and contains many broken letters. Unless the proofreader is

will be much more perfect, and will print much better than if such care is not taken in proofreading. For the text of a magazine all this is done by several hands—by two or three proofreaders at the printer's, and then by our literary proofreader here; and, finally, corrections are made by a man from our art department whose duty it is to follow the forms through the press and look after every detail of the print-



*Printed from first electro of 133 mesh plate
(Straight half-tone)*



*Electro taken from first electro of the
133 mesh plate*

very careful to mark these letters they are left in the form, and the result is an electrotype which is imperfect because the original is imperfect. If, on the other hand, when the proof is read in your office all broken and imperfect letters can be marked to be taken out by the compositor and replaced by new and perfect letters, the electrotype or the text of the advertisement

ing scrupulously from the point of view of artistic typography.

CUTS.

It is hard to get a first-rate half-tone cut, even with the exercise of the greatest care and knowledge of what constitutes a good cut. We refuse block after block; we have many of them done over again, because we must have fairly perfect cuts in order to get a fairly perfect print in the magazine. Every cut is scrupulously examined under a glass as it comes from the engraver, to see whether, in etch-

* This matter, issued as a circular, is given space in PRINTERS' INK because its suggestions and the information it contains are of value to every advertiser.

ing, the fine cross lines have been broken or whether they are preserved; to determine whether the cut has been etched to a sufficient depth; to find out, should there be any handwork on the cut, whether this handwork has weakened the printing quality by severing the cross lines at the wrong part of the square. Sometimes we discover upon examining a cut that the mesh is wrong—that is, either too coarse or too fine. Our whole tendency is in the direction of coarser meshes in half-tone engravings, because when a coarse mesh is used we can get a deep cut that will print well. A 133 or a 150 mesh is excellent; but it is not safe to say beforehand which is the better in any indi-

good artist, who understands the kind of black-and-white work which, while it may not seem so beautiful in the original, will give beautiful results in the reproduction. Strong emphasis must be laid on the fact that poor originals are the most expensive things an advertiser buys.

If a cut is vignettted and runs off into a faint gray, or if it is square and has a delicate tint for a background, often a rule must be put around it in order to support it and prevent the edges from wearing down to a hard, thick edge. This is not a question of presswork, but of the possibilities of the cut and the electrotype. We have seen a beautiful, fine cut, well made,



*Printed from first electro of 150 mesh plate
(Straight half-tone)*



Printed from first electro of 150 mesh plate re-engraved

vidual case. When in doubt, use the coarser mesh.

A cut from a good, broad wash-drawing is invariably better than one made from a photograph, unless the photograph is worked over by a competent artist who knows how to bring out in sharp relief its contrasts of light and shade. Unretouched photographs, being so full of fine gradations, are difficult to reproduce and next to impossible to print. Usually a coarser mesh can best be used in the reproduction of a drawing than of a photograph and a stronger and deeper cut obtained, which insures better printing. But a drawing is the best original to work from only *when made by a*

wear down to a dirty edge after a run of 10,000. It simply needed support, something to relieve the pressure. A rule around the cut will frequently do this and keep it printing clean a long while.

ELECTROTYPES.

Advertisers very often furnish electrotypes for the whole or a part of the advertisements to be inserted in magazines. Usually these can not be used to print from, and other electrotypes must be made from them. Very frequently, as in the case of *McClure's*, the magazine could not be printed unless several duplicates were used. Now the fact that several electrotypes must be made from your electrotype

shows how necessary it is that your electrotype be perfect, that it be unworn, that it be carefully made. To make a first-rate electrotype the form ought to remain in the bath about six hours; then the copper shell is thick,

we say, must be treated by us as originals. If they have not been carefully trimmed up by the electrotyper by hand, and any irregularity in letters or in the cuts corrected, our electrotypes will be still worse than yours, and the



Electro taken from fourth electro



Printed from first electro of 133 mesh plate re-engraved



Electro taken from second electro



Electro taken from third electro

well supported, and not likely to give way when engraved or under any of the processes it may be subjected to.

Then the electrotype should be very carefully finished by hand. This is emphasized because your electrotypes, as

further you get from the original the more inadequate will be the print as compared with your original design.

IN GENERAL.

These precautions are just such as we take in regard to the cuts for the

text of *McClure's Magazine*. We use the utmost vigilance, the utmost care and all the knowledge and skill we can command, first, to have the type perfect and well composed; second, to get good, strong, deep, original cuts, and then to have these carefully electrotyped, taking plenty of time for the making of the copper shell, and then employing sufficient hand-work on the electrotypes to make them as nearly as possible duplicates of the originals. We are much more likely to get good prints when original cuts are furnished us than when electrotypes are furnished us. In the case of large advertisements the text and the cuts should be electrotyped separately; we do that in the body of the magazine. We electrotypes the type page, then make a very careful separate electrotype of the cut which is to go into this type page, and then carefully solder it into the plate, and have the back of the plate worked down until perfectly level. A fine half-tone cut is so different from the type that it requires different handling in getting the impression in the wax. The re-engraving or wood-cut finish adds considerably to the expense of half-tone plates, but when done judiciously adds artistic beauty as well as printable qualities to the plate.

All this may seem elaborate; in fact, it is simple. A little time and a little care will produce extraordinary results.

Poor originals are the most expensive things an advertiser can buy.

Money saved by cheap electros is worse than thrown away.

If possible, send the original engraving to the publisher. If you must electrotypes, always electrotypes from the original engraving; do not electrotypes from a duplicate if it can possibly be avoided.

THE ears of customers can only be reached by solicitors or traveling salesmen, and but a few of them can be addressed at once; but ads are addressed to the eye, and can be seen and read by thousands at the same time.

It is not always wise to award a contract to the lowest bidder. The best lawyers never enter into competition for a case. The best architects decline to furnish plans without first receiving the order. A skillful blacksmith obtains more wages by the day and a higher rate by the piece than would be paid to an apprentice.

MR. WARNER'S VIEWS.

A newspaper is not founded on a philanthropic or a charitable, nor (except in a few instances) for an educational purpose. It is started exactly as a bank is, or a grocery store, or a law office, or a railway, or a coal mine, or a cotton factory—to make money for its owners. Now and then an "organ" is begun for a purpose; but all periodicals that live and become powerful, for good or evil, become so because they are profitable. The newspaper owner, like every other owner of everything, is more or less affected by the common desire to get rich, and to get rich speedily. And the means of attaining this end differ among newspaper proprietors as they do with men in any other business. Some are self-respecting and honest, and some are not. As a rule, all try to keep within the law.

In this country the opportunity for starting a newspaper is so great that rivalry is tremendous. The rivalry reduces the price. The cost of news-gathering and editing increases every month. Every item in the production of a newspaper, except the paper it is printed on, has gone up considerably within the past few years. There is probably not a newspaper printed in the United States (probably not even the "patent" outsiders) that does not cost more to produce than it is sold for. The result is that the paper depends wholly for support upon its advertising. And the advertising that it can attract depends upon the circulation it can show to the advertiser. The sole effort of the paper, then, is to gain circulation. No matter what sort of circulation—only the most experienced advertisers stop to consider that—and the newspaper is then tempted to address itself to the tastes of the majority. And what is the taste of the majority? Why, look at the newspapers that have the largest circulation. For it is not the newspaper that is most careful about its news, most anxious to sift what comes to it, and to reject the bogus, that pleases most people. It is the reckless and "smart" newspaper. If a newspaper by any sensational or even disreputable means can get a large circulation, it gets plenty of advertising and it coins money. Does any one dispute this?—*Chas. Dudley Warner, in Harper's Magazine.*

ADVERTISING is the extension of your store front into the newspapers.



If you see
it in

THE SUN

it's so.



THE COUNTRY EDITOR'S SIDE.

ANOTHER PHASE OF SUBSTITUTION.

Office of
 "THE SULLIVAN REVIEW," }
 Largest Circulation in the County.
 FRED NEWELL, Editor and Proprietor.

DUSHORE, Pa., May 14, 1897.

Editor of PRINTERS' INK:

I want to say a word in regard to this substitution business. Undoubtedly it is wrong for druggists and others to tell prospective customers that Jones' Sarsaparilla is "just as good" as Brown's. He should say: "It isn't any worse." But what I wanted to speak about particularly was the obligation of the editor, particularly the country editor, to attack the substitutor. We will suppose that Mr. Pillslinger keeps a drug store and runs a half-column advertisement (10½ inches) in the *Weekly Bugle*, paying therefor \$50 a year. He also gets from \$10 to \$25 worth of job printing a year, pays a dollar a year for his own paper and sends two copies to friends in the West. That makes his yearly patronage foot up to \$78. Now, the advertising department of Jones' Sarsaparilla Co. run a five-inch electro in the *Bugle*, accompanied with two locals, to be mixed with pure reading matter. The electro has to appear at the top of column, next to and entirely alongside of pure reading matter on the local page. There is a string of conditions a yard long attached to the contract, the violation of any one of which means a fine that will have to be made up in increased insertions of the electro and reading notices. A copy of the *Bugle* is sent to the New York office of the company, and another to the town where the sarsaparilla is made. We will not mention the price to which the editor of the *Bugle* has been screwed down in accepting that contract. It is so low that he swears every time he thinks of it.

At the end of the year he sends in his bill, and after about six weeks receives a printed blank filled in to indicate that the issues of the *Bugle* dated February 5, March 19 and 26, May 21, July 30, October 8 and December 3 have failed to reach the office of the advertising department of Jones' Sarsaparilla. The files are overhauled, the missing papers sent and the poor man awaits his check. After waiting

only three weeks he receives a notice that the electro was inserted wrongly 15 times during the year. It is a lie, but he knows he can't get his money until he makes good the many insertions. Altogether it takes an average of 18 months to carry out the year's contract for the Jones Sarsaparilla Company. Then he gets the check, accompanied by a proposition for renewal at a reduced rate and a column and a half article on the substitution subject, which the Sarsaparilla people would esteem a great favor if he would insert in his editorial columns. Is it any wonder that he throws the whole envelope of trash into the waste basket and goes through his whole list of swear words from Dam to Beersheba? The above is a true statement of facts in nine cases out of ten, and Mr. Pillslinger's patronage is worth more for six months than is that of the Jones Sarsaparilla Company for the eighteen months it takes to complete a yearly contract. Mr. Pillslinger may play it sharp with the Sarsaparilla people, but he pays his bills like a little man with the local paper. The Sarsaparilla folks want the earth with gravy on it when it comes to making a contract, and, as far as yours truly is concerned, he will stand by Pillslinger in preference to Jones' Sarsaparilla. Do you wonder at it? Yours truly,

FRED NEWELL.

PRINTERS' INK publishes the foregoing exactly as it has received it. It is given here for what it may be worth, all responsibility for the opinions it expresses being disclaimed.—
 [ED. PRINTERS' INK.]

THE "SUN'S" STYLE.

A newspaper may have a style of its own. The New York *Sun* is such a newspaper. All its articles have a distinctive style. What Richard Harding Davis has done has been simply to carry into literature the style which he acquired as reporter on the New York *Sun*. If you want proof of this, make extracts from general *Sun* articles, such as the description of a dog fight or of the rescue of a girl in a runaway, and mix up these extracts with descriptive extracts from one of Richard Harding Davis' books. I will defy anybody to separate these paragraphs and tell which come from Richard Harding Davis and which from the anonymous reporter of the New York *Sun*.—*The Writer*.

TO CLEAN SIGNS.

To clean signs, take good whiting, warm water and a rag. Saturate the rag in water, then dip in the whiting and rub on the letters, when the dirt and grease will disappear as if by magic. Rinse with clean water. This will not soil the most delicate colors.—
The Bill-Board.

A Chorus of Approval.

"It excels."—Ex-Gov. Roswell P. Flower.

"A credit to American journalism."—Mobile Register.

"Much pleased with its tone."—Rev. Dr. Morgan Dix.

"Always interesting; I read it daily."—John D. Crimmins.

"Thoroughly high grade in every respect."—Newspaperdom.

"Prompt and liberal in dealing with literary matters."—D. Appleton & Co.

"It was good, it was better, now it is best."—I. S. Bostwick, St. Albans, Vt.

"Most honest and most intelligent of morning newspapers."—Portland Oregonian.

"I think the New York Times is the ideal newspaper."—Evangelist Sam Jones.

"Clean, wholesome family paper, well edited in every department."—Charles F. Wingate.

"Commends itself to all persons of culture and taste."—Rev. Frederick Saunders, Brooklyn.

"Ablest in editorials, fairest in criticism, cleanest in news."—D. C. Peck, Bridgeport, Conn.

"Increasing its circulation and influence on wholly legitimate lines."—The Newspaper Maker.

"All the news an honest man should care to read."—Rev. John Q. Archdeacon, St. James, L. I.

"I have always liked it. I like it now better than ever."—Robert B. Roosevelt, ex-Minister to Belgium.

"One of the best representatives of clean, honest, capable journalism."—D. T. Pierce, Editor Public Opinion.

"The progress it is making in all directions is encouraging for good journalism."—The Independent, New York.

"Hearty thanks for your bright, brave, independent and thoroughly clean paper."—Rev. Dr. Theodore L. Cuyler, Brooklyn, N. Y.

"A true, modern newspaper in all that the proper use of the term implies."—Supreme Court Justice William E. Werner, Rochester, N. Y.

"Nearest approach to an ideal metropolitan newspaper published in this country."—W. W. Hallock, Manager A. N. Kellogg Newspaper Co.

The New York Times

"All the News That's Fit to Print."

DAILY PAPERS AS MEDIA.

If I were about to start in on an advertising campaign, whether in local or general territory, I should select my mediums from the daily press. I should not be guided or governed by any representations made to me by the agents or publishers of such papers. Claims about quantity of circulation would have no attention from me until I had investigated the papers themselves. You can lie about circulation as you please, but you can not disguise the standing, influence and worth of a newspaper, however much its circulation may be belittled by its rivals.

Taking several papers in one city, I should be guided in my choice by the amount of good local advertising they carried, because common sense would teach me that, irrespective of rates, the local advertisers would use only the mediums which they *knew* would be likely to bring them customers. Papers which the local advertisers fought shy of would find no place in my list, no matter what circulation they claimed or however low the rates were.

As local advertisers patronize almost exclusively the daily papers, this method serves to give a practical lesson as to their relative value. From none of the weeklies or monthlies could such a knowledge be deduced.

The advantage of the daily paper over all other mediums is shown again in prompt returns. You don't have to wait a few weeks or months to know whether your advertising is going to pay. The results are much more immediate than they would be from a weekly or monthly. And, as the number of people who do *not* read daily papers in this country is comparatively small, and rapidly growing smaller, the advertiser is reasonably certain that by using these mediums—judiciously selected—he is reaching a far greater audience than he could hope to by the use of other media.

Another great advantage of advertising in the daily papers is the rapidity with which copy can be conveniently changed when necessary. How often do we see "out-of-date" statements in advertisements appearing in weeklies and in magazines, both of which go to press many days before they are published? Timely topics are useful materials in advertisement construction. Allusions to matters of current news make attractive captions. Whenever

practicable, advertisements should be thoroughly up to date, but they can only be so, in the true sense of the word, when changed frequently—an impossibility in any but daily papers.

These are a few of the considerations which would lead me to choose the daily newspapers for advertising almost anything, in preference to any other known form of publicity.—*National Advertiser*.

THE WORK OF THE AGENT.

I think the greatest work the advertising agent of the earlier times did was to create enthusiasm for and confidence in advertising. It is pretty hard for us to realize at this period that faith in advertising is of but very recent origin. Advertising was formerly solicited on charitable and philanthropic grounds, much as money is now sought to endow colleges and public libraries. The language and manner in which the cause of advertising was presented was a virtual confession on the part of the publisher that the advertiser was to be the loser in dollars and cents. The publisher would say, "You ought to support our paper." "Our town needs such a paper as we publish." "You are a prominent member of our party, and you know we have always supported its candidates." "You belong to our church, and you know our paper is the leading organ of our church, and we are having a hard time to get along," etc. The general advertising agent was the first man to come out and say, "I want you to advertise because it will pay, and I want to aid you in making it pay." "I care, first of all, for your success, and I pledge every effort to attain that end," thus putting advertising on a strictly commercial basis.—*Advertising Experience, Chicago, for May*.

GOOD ADVICE.

Do not try to tell all that you know, even about the article advertised, in a single advertisement. This age is an age of hurry, and, following the spirit of the age, people read advertisements in a hurry. The impression which is to be made must be made quickly and deftly. I believe that many readers are repelled from advertisements by the impression which is often created of a long and tedious story. Do not crowd the space, but make it appear at a glance easy to read.—*Advertising Experience*.

TWO CLASSES.

Some merchants try to find an excuse for poor business, others try to find a remedy—and usually succeed. What do you do?—*Dry Goods Economist*.

It reaches the people
you want to reach—the
purchasing classes of the
entire Pacific Coast.
Therefore advertise in

The San Francisco Call

The great family news-
paper of California.

50,000 THE CIRCULATION 50,000

Charles M. Shortridge, D. M. Foltz,

Editor and Proprietor.

Eastern Manager.

34 Park Row, New York.

House Talks

To influence a man effectively one should get close to him, establish intimate relations with him.

Your advertisement in the local weekly introduces you to the subscriber in his house-coat and slippers. You talk with him in the presence of his wife and family—talk, also, with his wife and family.

Such advertising is effective. The experience of hundreds of our best advertisers has proved it.

We can put your advertisement into 1,500 of these local weeklies in the best part of the country at an expense trifling in proportion to the size and character of the circulation.

CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET,
NEW YORK.

93 SO. JEFFERSON STREET,
CHICAGO.



One electrotype, 1,500 papers in the rural communities most valuable to the advertiser, among the class who do five-sixths of all the buying. That is what advertising in the Chicago Newspaper Union lists means.

ORIGIN OF PRESS ASSOCIATIONS.

From the Cosmopolitan Magazine.

A glance at the pages of any of the early newspapers—say of the fifteenth or sixteenth century—will show that the publishers or editors made no effort to gather the news or to guide public opinion. One readily detects the reason after a moment's reflection. Readers looked upon the little printed sheets more as curious products of human ingenuity, like the phonograph in our own days, than as something destined for the double purpose of instructing and supplying mankind with a knowledge of the current events of the world. The first journal of the world—the *Gazette*, of Nuremberg—which appeared in 1457, was not even called a newspaper. The appellation "gazette" was chosen because it represented the price of a copy, *gazetta* being a Venetian coin.

It was not for a century or two later that the journals began to assume titles suggestive of the idea of news. There were gazettes in every part of Europe at the start, but the *Mercuries*, *Courants*, *Timeses*, *Records* and *Heralds* were not thought of in the early days. Indeed, it seems evident that the first projectors or printers of what to-day are called newspapers had no conception of the tremendous possibilities of the great machine which they were starting on its revolutionary career.

Gradually the true scope and utility of the new power dawned upon the publishers, and it began to expand slowly and surely until, in the eighteenth century, it had assumed its double character of news purveyor and public instructor. Now the journal is, above all, a provider of news from all parts of the world. It is the life-blood of a great journal, and millions of dollars are expended annually to gather, sift and publish the daily events of the busy world. At first the gathering and sifting were done by each newspaper independently; but experience proving that much money and labor were wasted in that way, the idea of combinations naturally suggested itself.

To whom belongs the honor of this idea? To the first James Gordon Bennett, or to David Hale, the business manager of the *Journal of Commerce*, which was a prosperous, enterprising paper before the New York *Herald* was founded? I am unable to state, and I doubt if there be a man living to-day who can decide the point au

thoritatively. I have heard the honor claimed for Frederic Hudson, long the manager of the great *Herald*, but I never heard Mr. Hudson himself make any claim of the kind. It seems only to be based on the fact that Mr. Hudson happened to be the first person whom Mr. David Hale saw in the *Herald* office when he went there to propose an alliance for news-gathering between the *Journal of Commerce*, then one of the "blanket sheets," and the sprightly *Herald*, which was waking up the old foggy journals by its dash.

It is due to Mr. David Hale to state that it was he who gave the first great impetus to metropolitan journalism in the news line. He had been with the *Journal of Commerce* from its first number, when the abolition agitators, Lewis and Arthur Tappan, were chief owners; but he had never been able to carry out his own ideas of progressive management until, in 1828, he obtained exclusive control. Hale was a clear-headed business man, full of energy and determined to succeed. When he took charge there were two other leading journals—the *Morning Courier*, edited by James Watson Webb, and the New York *Inquirer*, edited by Major Mordecai Noah. The two soon after became one, under the title of the *Courier and Inquirer*, with Webb as editor and proprietor.

Before this period very little attention had been paid to local, State or national news; and even for the foreign events editors were content to wait until some packet ship from Europe reached the upper bay and anchored there. Then, and not until then, would they row out to the ship and secure whatever newspapers and information might be procurable from the captains. Remember that as yet there was neither telegraph nor steamship, nor were the postal facilities great, and there seemed very little of the spirit of rivalry. The news contained in the foreign papers thus obtained from the ship captains was leisurely prepared and published next morning.

Hale's first distinctive move was to substitute for the row-boat a fast schooner, which intercepted incoming ships many miles below New York Bay—sometimes, indeed, at Montauk Point, L. I. On this schooner, which was bought by Hale, fitted up comfortably and called the "Journal of Commerce" the editor or reporter would carefully look through the newspapers and have

his copy prepared long before the vessel would reach the city.

Frequently this news would be published in the *Journal of Commerce* before the managers of the other papers were even aware of the arrival from Europe. Sometimes, too, when there seemed danger that the *Courier and Inquirer* might also get the news in time for its regular edition, Hale would issue during the afternoon an "extra," containing the latest intelligence from abroad. This was the very simple and natural way in which the extra was started.

Hale's enterprise in these matters proved to be the first of a series of feats by him and other newspaper proprietors, like Webb, of the *Courier*, and Beach, of the *Sun*, and finally, as will be seen, to the first attempted combination by several newspapers for news gathering. This was to secure ship news, and was formed by the New York *Gazette*, the *Courier and Inquirer*, and the *Mercantile Advertiser*. Special pony expresses followed between New York and important points, like Boston, Philadelphia, Baltimore and Washington.

Newspaper proprietors hoped that the telegraph would open up to them a new and fruitful field of operations, but their hopes were not immediately realized. The first telegraph lines constructed were inadequate in almost every particular. They were too few, and worked unsatisfactorily. The operators also were inefficient, as might have been expected in the early days of telegraphing, and something was always getting out of order. The rules established by the telegraph companies were absurdly crippling, not to say unjust, especially the "fifteen-minute rule," which provided that no one newspaper could monopolize the wires for more than a quarter of an hour at a time. Its object was to give all newspapers some chance of using the wires, and had a semblance of fairness. But its effect was to cripple genuine enterprise, for no matter how quick, clever and long-headed certain correspondents might be, no matter how much their efforts to get ahead might have cost, the fifteen-minute rule spoiled all. The other more equitable rule of "first come, first served," was set aside to enable the duller and lazier correspondents to have what was called a "fair show." No room was left for the

brilliant coups, which became frequent at a later period under fairer and improved telegraph facilities, when sharp-witted correspondents stopped at nothing to get ahead of each other. This fifteen-minute rule constituted one of the reasons which favored the idea of combination for news-gathering. There were many other reasons, of course, especially the inutility of competition in some fields, which could be better left to one purveyor in the common interests of all.

The first associated press was organized in 1847 at a meeting of representatives of the New York *Herald*, New York *Tribune*, New York *Sun*, *Courier and Inquirer*, *Journal of Commerce*, and New York *Evening Express*. There is no record of this meeting in existence, and even the names of the representatives present are not known to a certainty; but there is extant one of the seven copies of the original agreement among the members, with the autographs of the elder James Gordon Bennett, Gerard Hallock, Henry J. Raymond, C. A. Dana for Horace Greeley, Moses Beach, James and Erastus Brooks, and Gen. James Watson Webb. It is more than probable, however, that all the papers, except the *Herald*, were represented by their proprietors—able, sagacious, far-seeing men every one of them; for, like the framers of the American Constitution, they laid their foundations deep and enduring. Nevertheless, I doubt if those six organizers really understood what a tremendous power they were creating by their federation for mutual benefit. Their special object seems to have been to relieve themselves of the dead weight of useless competition, which might result in ruin if long persevered in. They never imagined their association would develop into such a colossus. The news associations are, indeed the backbone of modern journalism. Without them the newspapers could exist, but they could never become really great, like the *Herald*, the *Journal*, the *World*, the *Sun*, the *Tribune*, or *Times*; for these mammoth metropolitan organs know that, by the service of the news association, they are sure to be supplied with the essentials and are free to attempt their own private schemes of enterprise in a way that the common news-server dare not.

AN undertaker's ad should be couched in grave language.



Courtesy of the Printer and Bookmaker

PRINTING HOUSE SQUARE, NEW YORK.

AMERICAN WEEKLY AGRICULTURIST

THREE EDITIONS.

THIS GREAT WEEKLY is to-day the **strongest agricultural weekly issued**, and is divided as follows:

American Agriculturist,
NEW YORK.

Covering the Middle
and Southern States.

72,000 Circulation.

New England Homestead,
SPRINGFIELD, MASS.

Covering the New
England States.

36,000 Circulation.

Orange Judd Farmer, ❀
CHICAGO, ILL.

Covering the Central
and Western States.

57,000 Circulation.

Together they
give you ❀ ❀

165,000

Circulation

EACH ❀ ❀
WEEK ❀ ❀

LOOK INTO THIS great weekly, and see if it is not just what you want. It leads them all.

REMEMBER, each Edition covers thoroughly the section in which it circulates, and is subscribed for and read by the intelligent and well-to-do farmers.

Orange Judd Company,

NEW YORK.
57 Lafayette Place.

CHICAGO.
Marquette Building.

SPRINGFIELD, MASS.
27 Worthington Street.

HIS LIFE STUDY.

Probably no man in the United States is better informed about newspapers than Mr. Rowell. Newspaper work has been his life study.

—Brooklyn Eagle, March 24, 1897.



With its surpassing excellence thus admitted on all sides,

THE EVENING POST

goes further, telling exactly how many copies are printed. In consequence of its character and known great issue, as shown, the advertising public cheerfully pay THE EVENING POST the price it asks for advertising.

Mr. Rowell, in "Printers' Ink,"
April 7, 1897.

THE MEDICINE MAN'S CROP.

"It was more than twenty years ago that I decided the thing was ready to be put on the market," said the inventor of a compound that has now passed out of the category of patent medicines and become well introduced. "The question that bothered me was how to get the stuff before the people and make them personally acquainted with its qualities, so that I might find out whether or not my own faith and confidence in the article was justified. But how was I to get it into people's hands? That was the question that I had to answer. I went to the wholesale druggists, and they said it would be useless to put it on their shelves, as nobody would buy it. I sent it to doctors, but that did very little toward getting the article into the hands of the people. I gave it away at fairs, and the result was that a small portion of the people there got nearly all of the stuff, while the others went without any. Plainly that wouldn't do. But I didn't know yet what I would do.

"After a while it occurred to me that I would start a man in a buggy driving in a certain direction. He was to distribute the stuff to everybody he met in the road, and in that way the stuff would finally get into the hands of the people. I was going to have relays enough to stretch a line almost across the country, and start a man from the West to come east through the territory the other man could not reach. I was going to send the stuff on ahead, so that at different points on the road the man would be supplied with enough to give away.

"The fellow started on his long trip and distributed thousands of packages of the stuff. Other men started in different directions, and there were only a few thinly-populated and remote corners of the country that could not have some personal experience of my invention. The men finished their trips and I waited. But no response came. The people whom I had expected to answer with a cry for what I had given them remained mute. A year passed, and every cent of available capital had gone into the scheme. Thousands of dollars had gone, and evidently no more had been done towards creating a demand than if the stuff had been locked in a closet and left there. I strained hard, but I never could hear the voice of the public call-

ing for my invention. The months were miserable with suspense and despair until suddenly the public, to speak metaphorically, roared at me. The rush had started in a way I could never understand."—*N. Y. Sun.*

ADVERTISING HINTS.

'By Wolstan Dixey.

A nice little talk to begin a store advertisement is good, but some nice little facts and a few sweet little figures are still better. It is all right to chirp blithesomely about the bloom that hangs on things generally, but the price that hangs on some particular thing is what pulls people into the store. The "Come, birdie, come" style of advertising has its value, but birdie is liable to hang back unless you show him a good fat worm to come for.

* * *

An establishment and its advertising must be considered together as one scheme. The advertising must be made to fit the particular concern as a coat is made to fit a man. "Ready-to wear" advertising is liable to hump up across the back and pinch under the arms.

* * *

There is always a new way to advertise any product, no matter how many ways it has been advertised before.

* * *

A man often says: "My business is different from any other kind; it's almost impossible to advertise my business." That remark shows a misunderstanding of what advertising is. It is making a business known to those who ought to know it. This can be done with any business.

* * *

To write good advertising you must first know what you are talking about and, second, whom you are talking to.

* * *

The best kind of an illustration for advertising shows just one thing and shows it plainly and unmistakably. The trouble with most ad illustrations is that they half show a lot of things and wholly show nothing. But to know what is the important thing to show—there's the rub.

* * *

Every advertising rule depends for its success upon the fitness and common sense with which it is applied. General principles are like one of Captain Cuttle's observations, "the bearing of which lays in the application on it."



Copyright 1897 by Pierce Underwood.

A Suggestion to Jewelers.

Mr. Pierce Underwood, of Chicago, who represents a list of religious journals and at the same time aids advertisers, gets out some artistic work. The illustration here shown attracted PRINTERS' INK's attention by its daintiness. All that was lacking to the Little Schoolmaster's complete satisfaction was a glimpse of the face to which this pretty hand belongs.

ON CIRCULATION.

It is as important to know the circulation of the periodical in which an advertisement is to be placed as to know the weight of cloth, the fineness of linen or the quality of anything else that may be required to conduct business properly. There is no better reason for accepting one man's word as to the number of copies of his periodical distributed than that of another as to the number of yards and weight per yard of a piece of

goods. Advertising placed on any other basis than that of actual knowledge of circulation is misplaced.—*Clothiers' and Haberdashers' Weekly, New York.*

PREFERRED POSITION.

"How will you have your next victory arranged, sir?" asked Gen. Weyler's secretary of that doughty warrior.

"Top of column, next reading matter," replied the Captain-General, briskly.—*Truth.*

ON MATCHES.

NEW YORK, May 18, 1897.

Editor of PRINTERS' INK:

An ingenious advertisement now seen on restaurant tables is that of "Between the Acts" cigarettes. This is a match-box, fully $2\frac{1}{2} \times 3\frac{1}{2}$ inches in size, fac-simile of the well-known cigarette boxes of this brand. This contains splints of wood, tipped with sulphur, which ignite on the box. These are unusually large, and inscribed on both sides, "Between the Acts Cigarettes." J. W. SCHWARTZ.

IN BROOKLYN.

BROOKLYN, May 12, 1897.

Editor of PRINTERS' INK:

I noticed the inclosed advertisement on the front of a private residence on Sixth Avenue,

BLACKANTAN
DOGS
FOR SALE CHEAP.

N. Y. City, one day last week. I think it is unique and original.

THOMAS C. CORDOCK.

A DOG STORY.

WINDSOR, Ill., May 14, 1897.

Editor of PRINTERS' INK:

Haupt Bros., haberdashers, of this city, recently had a nice display of fine dress shirts in one of their windows. One wet morning a dog with muddy feet got in the window, playing *sâd* havoc with the display. Shirts were knocked topsy turvy, and on every one were the prints of the dog's muddy feet. The display was not rearranged a particle, but neat placards reading, "Every dog has his day," "Dog-on these shirts—take your choice for 95 cents," "Dog-on good bargains," etc., were placed in the window. The garments were quickly sold.

HUGH S. LILLY, Ed. Gazette.

IN PHILADELPHIA.

PHILADELPHIA, May 17, 1897.

Editor of PRINTERS' INK:

A full-armored knight leads a bicycle, appropriately labeled "The Armour," through the streets. "The Two Extremes" appears over the dirty and ragged figure of a tramp, and how he would appear in a complete new outfit by another in a leading clothing window. The firm itemize each article of dress on the rejuvenated gent, and the total foots up to \$12.20, a price including a bath, haircut and shave. Windows containing relics of Washington's time were profuse during the week a monument to him was unveiled, but perhaps the one containing a lock of his hair attracted the greatest crowd. The military pageant on the afternoon of May 15 was followed by a cycling carnival at night, which, aside from the city's clubs, consisted of bicycle riders employed in the various business houses, and, although it was announced that no concern would be allowed to have its name appear, or in any other way advertise itself, several houses violated the rule, notable among which was a striking representation of a locomotive on which appeared, in large white letters, the words "Chicago Mdse. Co." The Washington Ice Co. made good use of their beautiful wagons, all of which contain a fine portrait of the immortal George, by going over the route of the parade drawn by four white horses gaily decorated. The

Philadelphia Record made a notable advertising venture by distributing thousands of souvenirs. One side contained a half-tone of the monument, with the words, "Geo. Washington, the father of his country, unveiling exercises, May 15, 1897—a monument of patriotism," and the other a half-tone of the Record Building, with the wording, "The Philadelphia Record, a monument of journalism, 170,000 circulation, the father of penny newspapers." From the number of people seen wearing these souvenirs, there is little wonder that the fakirs complained of having poor sales. F. A. PARTENHEIMER.

IN DENVER.

DENVER, Col., May 13, 1897.

Editor of PRINTERS' INK:

I inclose portion of a 20-inch ad recently inserted in the *Republican* by the amuse-

INGLING
BROS.

TREMENDOUSLY INCREASED
IN SIZE AND EXHIBITION-
AL WEALTH. THIS
YEAR PRESENTING FREE
TO ITS MILLIONS OF PA-
TRONS THE GRANDEST FREE
HOLIDAY STREET DEMONSTRATION
EVER SEEN IN ANY AGE OR
COUNTRY. DISPLAYING
UPON THE PUBLIC HIGHWAY,
AN ABSOLUTELY
NEW, GLORIOUS
AND
ORIGINAL DEPARTURE IN PROCESS-
IONAL AMAZEMENTS. RINGLING BROS.
TREMENDOUS NEW SPECTACULAR STREET

ment people at River Front Park, to show you the style adopted, which may be effective for other advertisers. H. E. H.

BORN, NOT MADE.

The real salesman is born and not made. When all's said and done about method, the real secret is an undefinable knack which you can't locate. If a man hasn't got it, he can work like a horse twelve hours a day, and he'll still fail.—*Grocery World.*

INK FOR WRITING ON GLASS.

According to *Painting and Decorating*, the following mixture makes a good ink for writing on glass: Dissolve 36 gr. of sodium fluoride, 7 gr. potassium sulphate in 500cc water; dissolve also 14 gr. of chloride of zinc in 500cc water. For use, mix equal parts of the solution, and apply with a brush. After half an hour the letters will appear in matt etching. Try it. You will be surprised at the result.—*The Bill-Board.*

NOTES.

THE "degradation of the American flag" by placing advertising upon it has just been prohibited by law in Pennsylvania.

THE *Traveler's R. R. Guide* (N. Y.) is now publishing in each number a "Hotel Directory" giving the names, capacity and rates of the hotels in the towns and cities of the Eastern, Southern and Middle States, and also the principal Western cities.

THE Eagle Clothing House, of Troy, Ohio, is out with a *Coupon Hand-Bill* good for 25 cents to any purchaser of \$10 worth of goods or more (2½ per cent).

THE Philadelphia Retail Grocers' Association recently passed resolutions requesting manufacturers to fix the price at which their goods are to be sold, and asking them to introduce them through the retail grocery stores instead of dry goods or department stores.

A PHILADELPHIA soap man, who advertises exclusively in newspapers, says: "The man who does not read a newspaper does not use soap."

THE London *Daily Mail*, the half-penny paper that took the British metropolis by storm a year ago, now claims 300,000 circulation, and it is still growing.—*Newspaperdom*.

THE Brooklyn *Eagle*, of Sunday, May 6, contains an interesting article on England's newspapers by Sir Edward Russell, editor of the *Liverpool Post*.

McClure's Magazine for June will contain an article on the *Revue des deux Mondes*, which, of all the journals in the world, has probably made the deepest impression on politics, letters and society. The article is written by "Th. Bentzen" (Madame Blanc), who has long been a member of the staff of the *Revue*, and is said to have known intimately most of the famous contributors and the several editors, from Buloz, the founder, down to the present editor, M. Brunetiere, who has just concluded a course of lectures on French literature before several American colleges.

A DAILY PAPER ADVERTISING PLAN.

The *World-Herald*, of Omaha, Neb., claims to have solved the problem of how to get advertising during the dull summer months, and at the same time is giving retail merchants in that city a boom in summer trade. This is being done by a clever scheme which originated, so far as the present knowledge of the writer is concerned, with this newspaper.

The scheme is to issue advertising certificates—ten certificates for every dollar of advertising—to all merchants who advertise in the paper during the months of May and June. One of these certificates is given out by these merchants to every person who buys a dollar's worth of goods of them, the number a customer can get at one purchase being limited, however. This arrangement is in force during May and June, and already thirty-two leading merchants have agreed to give out the certificates.

The incentive for people to call for these certificates is found in the liberal prizes offered by the paper to the three largest collections of these certificates presented at its offices on July 5. These prizes are a piano, a bicycle and an encyclopedia, aggregating in value about \$500. The outcome of this scheme will be watched with interest.—*Advertising Experience*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—To buy, notes on John Wedderburn & Co., from editors. NEWS, Gaylesville, Ala.

WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

MAIL order business. No interference with other work. We tell how and furnish everything. Part's free. NAT'L INST., P. L. 57, Chicago.

WANTED—Representation for advertising novelties and specialties of every description. KARL SCHOLTZ, 108 E. Saratoga St., Baltimore, Md.

WANTED—To purchase a paper doing good business in country town near New York or Philadelphia. Must be cheap. W. F. HOEHN, 29 South St., Morristown, N. J.

WANTED—Advertisers to know that the NEWS, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches the best homes. For rates write C. M. SHAFFER & CO., Youngstown, O.

ONE of the best-known advertisement writers and managers in New York wants a position with a large manufacturer or merchant at \$5,000 a year for entire time or \$2,500 for part time. There are 20 firms in New York who would want this man quick if he were at liberty to give his real name in this advertisement. Address JOHN BLUNT, P. O. Box 18, Madison Square Branch New York P. O.

BICYCLE Editions—Sure to make money. Last year we issued a series of cuts to illustrate completely a bicycle edition. They proved tremendously popular. Scores of public libraries found an edition of this kind readily yielded \$50 to \$300 profit. Our 1897 line is now ready. A larger number and more attractive features than heretofore. Wake up! Get something out of this bicycle furor. Prices, proofs, full information how to do it—free. Address HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

MAIL ORDERS.

HOW to make money in the mail order business. Address T. J. CAREY & CO., Publishers, 21 City Hall Place, New York.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 30 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

STEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHN, 240 E. 33d St., New York.

SPECIAL AGENTS.

A NEW YORK office under the direction of a responsible representative is one of the best investments a newspaper can make. Consult H. D. LA COSTE, 38 Park Row, New York.

MISCELLANEOUS.

ANY boy can make good money retelling Dixiana Foot Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NOVELTIES in advertising calendars; good all year round. Also envelope clasps (user can put them on any envelope). Write direct to the factory, to **CLASP CO.**, Buchanan, Mich.

FOR SALE.

SMALL print shop; cheap for cash. Address **"BOX 34,"** Council Bluffs, Iowa.

FOR SALE—A half or entire interest in the only afternoon paper published in a city of 70,000 population. Address **"A. S.,"** care of Printers' Ink.

FOR SALE for cash, at low price, one Thorne brevier type-setting machine—only used six months; in good order. Address **A. F. ROWE, JR.**, Fredericksburg, Va.

FOR SALE—Well-equipped daily and weekly and job office in Ohio; city of 40,000; good manufacturing town. Will be sold at a bargain. Address **"OHIO,"** care of Printers' Ink.

FOR SALE—Controlling interest in morning daily and weekly paper and job plant (incorporated) in Mississippi Valley city of 12,500 inhabitants; \$10,000 cash or equivalent required. Good business and fine opening. **"B. C.,"** care of Printers' Ink.

AS an inducement for cash we will sell one of the best paying \$3.00 job printing plants in Dallas, Texas. Material nearly new; good run of custom guaranteed. Dallas is the best city in the best State in the Union. None but spot cash propositions considered. Address **"R. K.,"** Printers' Ink.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 201-213 East 12th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

ONE of the most complete establishments in America for the manufacture of artistic and unique printed matter from beginning to end, in all its details is the **TROW-WHEATLEY CATALOGUE COMBINATION**, Home Life Building, New York. Write for a copy of "Printing Pointers."

PATENT ATTORNEYS.

PATENTS, trade-marks, designs. Have you a mechanical idea that no one else has thought of? Describe it to me. We will file a claim for letters patent. Protection and monopoly are the two things that are then given you. Have you a good thing? Something that sells. A new kind of tobacco, toilet article or medical compound. Place it on the market under a trade mark that you have the sole right to use. In the thousand and one articles manufactured new designs are constantly being made and others duplicating them. Protect your designs by register. We tell you how. Copyright your ad., your booklets. If you have said something better than it was ever put before, protect it. This must be done before it is published. Do not fear to write us fully. We are here at headquarters; want your business. Offer no inducement but honesty, sincerity and skill. No prizes. **WM. H. LOFF**, Washington, D. C.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; latest facilities.

ELECTROTYPES.

A GOOD cut inside of two inches square of any subject for 50 cents. Try them. Cash with order. **HEADLIGHT ENG. CO.**, 81 Fifth Ave., Chicago.

SOME people want cheap electrotypes—we don't make that kind; others want good electrotypes cheap—these are the kind we make. Write us or call. **E. B. SHELDON CO.**, 824 Temple Court, New York.

GETTING advertisers to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. **WM. JOHNSTON, Mgr.** Printers' Ink Press, 10 Spruce St., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

MONEY talks and pictures tell the story. We make cuts for 50 cents, cash with order. **HEADLIGHT ENG. CO.**, 81 Fifth Ave., Chicago.

YOU can get best results by illustrating your ads. Try our 50-cent cuts. Any subject. Cash with order. **HEADLIGHT ENG. CO.**, 81 Fifth Ave., Chicago.

ADVERTISING MEDIA.

HARDWARE DEALER'S MAGAZINE, 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

LA COSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the **GAZETTE and BULLETIN**; 6,000 D., 4,000 W. **LA COSTE**, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. **LA COSTE**, New York.

THE PIQUA CALL, "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE**, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES and EVENING NEWS**, 14,000 daily. **LA COSTE**, N. Y.

THE TIMES-UNION, of Albany, N. Y., is a wide-awake newspaper, printing all the news promptly and accurately. Its circulation exceeds that of all the other Albany dailies combined. **JOHN H. FARRELL**, editor and proprietor.

BILLPOSTING AND DISTRIBUTING.

WE mail and distribute circulars. Prompt, judicious service. **C. CHRISTEN**, Vining, Minn.

ADDRESSES AND ADDRESSING.

LOOK—2,000 names of Morgan Co. residents, \$2. **RELIABLE ADVTG CO.**, Martinsville, Ind.

ADVERTISERS' ADVISERS.

ASK Lewis about it. The refrain of those who are asked questions by advertisers in doubt or trouble.

ASK Lewis about it. In the final test of argument. Merchants who do a business aggregating 15 millions a year are using Mr. Lewis in their advertising, and they find his services profitable. There is something in it for you when you

ASK Lewis about it. **Mr. Lewis is Manager THE ADVERTISERS' AGENCY**, Philadelphia, Buffalo, Detroit.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By
REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISEMENT CONSTRUCTORS.

"ASK LEWIS ABOUT IT"

CLARENCE F. CHATFIELD, 179 Front St.,
Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150
Nassau St., New York.

EFFECTIVE advertising. **E. A. WHEATLEY**,
257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising,
257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 &
624 Temple Court, New York. Write.

ADS and booklets. Let me estimate. **JED**
SCARBORO, 39 Morton St., Brooklyn, N. Y.

ST. ELMO LEWIS, Mgr. **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Phila.

ADS written "to the point." **T. S. HOLBROOK**
Dept., Kierman Agency, 181 Broadway, N. Y.

WRITER of good advertising matter, **CHAS. A. WOOLFOLK**, 446 Main St., Louisville, Ky.

"ASK LEWIS ABOUT IT" when your ads need
a doctor. **THE ADVERTISERS' AGENCY**,
923-925 927 Chestnut St., Philadelphia.

ADS, Booklets written; illustrations furnished.
Correspondence invited. **R. L. CURRAN**,
Room 1517, 150 Nassau St., New York.

PICTURES, with an ad in them—they are
Brills'. **THE ADVERTISERS' AGENCY**,
Philadelphia, Buffalo, Detroit. Send for prices
and samples.

"BUSINESS" is the title of a very small book-
let which I will send to any business man.
WOLSTAN DIXEY, writer of advertising, 150
Nassau St., New York.

THE only writer of exclusively medical and
drug advertising. Advice or samples free.
ULYSSES G. MANNING, South Bend, Ind.

MY booklet tells why, how and what I charge
for writing ads, etc. Ask for it. **CHAS. A. WOOLFOLK**, 446 West Main St., Louisville, Ky.

"BRILL" is the cleverest business artist in the
country," says Chas. M. Snyder, of "See
That Hump." **Brill** is manager of the Art De-
partment of **THE ADVERTISERS' AGENCY**,
Philadelphia, Buffalo, Detroit. Booklet covers,
\$10 to \$25. Posters, \$25 to \$100. Trade paper ads,
\$15 to \$40. Write for samples. **Lewis** writes the
ads.

WE have just finished the handsomest booklet
for advertising paints ever issued. We
made it complete—writing, designing, printing.
One of the largest and the oldest paint firms in
the country was our client. **Brill** did the
designing; **Lewis** did the writing. A copy of it
free while the 500 we have last. Booklets, \$10 to
\$50. Designs, \$10 to \$25. **THE ADVERTISERS' AGENCY**, Philadelphia, Buffalo, Detroit.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by Mrs. W.M. J. HENSTON, Mgr. **Printers' Ink Press**, 10 Spruce St., New York City.

NATH'L C. FOWLER, the famous publicity writer, was submitted a large amount of various advertisements and booklets of mine. He made the following remarks about them: "Your ads are certainly effective. I can honestly say that they are far superior to fully ninety per cent of those presented by advertisers. . . . Your flow of language is remarkably good, pleasant and effective. Your headings are to the point and mean something. Your booklets are as readable as a story, and of strong business effectiveness; they are of most commendable simplicity in art." I write ads for retailers and general advertisers, booklets and circulars. To new customers, two sample ads for \$1. Money back if not suited. Send full data. **C. J. ZINGG**, Farmington, Maine.

MY booklet called "Confidential Symptom Blank" ought to give any business man a fair idea of what I can do for him, and about what I should expect to get for doing it. No charge for them. **CHARLES AUSTIN BATES**, Vanderbilt Building, New York.

OUT OF OTHER PEOPLE'S MOUTHS.

What others say of you is better than what you say about yourself.

Last fall we outlined a plan for Mr. Wm. R. Cooley, a jobber of St. Louis, to follow in getting retailers to handle his goods.

We also prepared and illustrated the advertising matter for him to use.

He carried out the beginning of our instructions and then stopped.

Of course, results were not good, and he complained.

We told him he must carry out our instructions to the end—that a little advertising was about as bad as no advertising at all—that results wouldn't come in a minute, but they would come big if he did precisely as we told him.

Mr. Cooley remained silent for over seven months after making his complaint.

Last week we got a letter from him, however, in which he said:

"I have carried out your instructions fully, and you may want to know what happened. Result—sold about three out of five with your help, one out of ten without. I consider it very valuable. Don't see why more business men don't advertise right—keep hot after them. It pays. It pays big."

We can help a few more business men who entertain the same ideas as those held by Mr. Cooley last fall.

MOSES & HELM, 111 Nassau St., New York.

\$3,500 for \$25

Last week, as a result of a consultation with me which cost him \$25, a prominent Pittsburgh business man saved exactly \$3,500 on a single deal. Sometimes it is worth more to know what not to do than it is to know what to do. Sometimes "don't" is the most helpful word in the English language. I have known but one man who thought my advice was not worth many times its cost—that was W. Albee Burpee, the seedsman, and the fault was his. He did not give me sufficient information about his business. Such a thing is now impossible, because of my "CONFIDENTIAL SYMPTOM BLANK" (copyrighted).

Send free to any business man who doesn't ask for it on a postal card.

CHARLES AUSTIN BATES,

Vanderbilt Building, N. Y.

Plans, Advice, Writing and
Illustrating for Advertisers.

RATES 50 PER CENT LESS THAN MAGAZINE CHARGES

RATES 50 PER CENT LESS THAN

A New Departure in

A High-Grade Magazine with the number of Metropolitan Dailies. A new Magazine Advertisers is opened the



I RO

The First ON

**A Medium Post
and Verified Circ**

The IROQUOIS is a high Literature, Art and graph East. Its surpassing quality copy, the Sunday of States. It is leasured on t

served and filed. A beautiful publication of absorbing interest. press facilities are arranged to fill the orders already by the p Shrewd Advertisers and Agents will make contracts at present advanced with rapidly increasing circulation. As adv spac tisers who want to get in on the ground floor and be securi sample copies or further information to

PIERCE

RATES 50 PER CENT LESS THAN

LESS THAN MAGAZINE CHARGES

Magazine Advertising

A combined circulation of an unlimited
 copies. A new field hitherto unreached by
 the establishment of the

ROUOIS

A MODERN MAGAZINE

First ONLY Weekly Magazine.

Positive, Proven, Guaranteed
 Circulation

ROUOIS is a high-grade magazine in every sense of the term. In
 typography it takes rank with the leading Monthlies of the
 circulation is due to the fact that it accompanies, copy for
 day of the principal Metropolitan Dailies of the United
 on the day of rest, not thrown aside but re-read, pre-
 sorbing rest. Present verified circulation 200,000. As soon as
 the point to be reached is ONE MILLION COPIES.
 at present extremely low rates at once, as rates will surely be
 s advg space at present is limited to less than 12 pages, adver-
 be securing space, should lose no time in applying for rates,
 HERODERWOOD, Advg. Mgr., 69 Dearborn St., Chicago.

LESS THAN MAGAZINE CHARGES

RATES 50 PER CENT LESS THAN MAGAZINE CHARGES

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, MAY 26, 1897.

A GOOD advertising policy is the best insurance against business loss.

THE fewest words that will carry the advertiser's idea are the right ones.

To make an ad stick out even in the most badly printed papers is an art in itself.

WORDS are like sunbeams—the more they are condensed, the deeper they burn.

THE illustration that shows the goods in action is the best illustration for advertising purposes.

A GOOD advertisement says practically the same thing to a prospective purchaser as the salesman says in the store.

THE anti-substitution ads of Hires Root Beer, Scott's Emulsion and Pearl-line are worth reading by every one interested in the subject.

THE best pictures that appear in PRINTERS' INK's advertising pages are those of the Atlantic Coast Lists, every one of which is dainty and appropriate.

MEN do not lay aside advertising when they have once made a judicious use of it. It becomes a part of their business, built into its very foundations.

Money is the name of a \$1 a year monthly issued from the American Tract Society Building in New York City. Its object is the non-partisan discussion of the money question. The first issue appears to be an excellent

one. PRINTERS' INK hopes that the new periodical will always be so situated pecuniarily that the money question will never become an acutely personal one to its editors or proprietors.

THE May number of *Advertising Experience*, Chicago, appears to be an exceptionally interesting issue. The lassitude incidental to spring must, however, have affected the editors, for this number, issued on May 15th, devotes itself to criticisms of ads in the April magazines!

THE whole number of newspapers and periodicals in the State of New York catalogued in the June issue of the American Newspaper Directory is 1,972, an increase of 22 over the previous year. There are 7 more dailies than in 1896, 13 more weeklies and 15 more monthlies.

WHOEVER would secure advertising at a low price should not be in a hurry. The true rule for general advertisers is to always advertise when space is offered low enough, and never to pay a high price when there is reason to believe that, by waiting, the service can be had for less. A yearly contract runs through all seasons, no matter when it is begun.

THE more the enemies of the department store "agitator," the more they educate the public to the advantages of these establishments. It is interesting to note that every anti-department store bill so far introduced in any legislature has proved a fizzle, and that the agitation appears to have died of its own inanity.

ALL good advertising springs right out of the heart of the business. It can't be good unless it does. The only way an advertising specialist can do good advertising for a business is to get inside of it—enter into the spirit of the concern, and make it known and felt by the people who ought to patronize it. He must get in, and then strike out.—*Dixey*.

What to Eat is the name of an interesting one dollar a year monthly, hailing from Minneapolis, published by Pierce & Pierce, and devoted, as its name indicates, to an absorbing topic—absorbing in more senses than one. It is different from all other periodicals of its class, and is, in all respects, a

bright publication. It does not advocate any dietetic fads, taking the sensible ground that only the most general rules on eating can be given, since tastes and temperaments differ so widely. A host of recipes that make one's mouth water appear in every issue.

THE most noted and successful manufacturers are those who advertise largely. Their wares are the last to feel the effect of dull times and the first to show signs of activity after a depression.

THE tendency of the best advertisers to-day is to set announcements in the simplest type. Pica seems to be a universal favorite. The Pearline and Scott's Emulsion ads are among the best of the day, yet their style is very simple.

"ALL the world and his wife," as the French say, comprise a large family, and they cannot well be talked to too often by those who have commodities to sell. The best paying commodities are those which have been best advertised.

EVERY retail advertiser can get suggestions by studying the advertisements of department stores. From them he can learn the best ideas and newest methods, because the men at the head of such establishments are usually men full of force and originality.

If a man has a good thing—an article of commerce needed by the people and which he wishes to dispose of—let him advertise it by all means. He should not think of waiting for buyers to make the discovery themselves. Thousands of persons who would become customers do not realize that they are in want of the article until they read the advertisement.

THE year 1897 will probably be known as the "exhibition year" in the future. Among the exhibitions of the year will be the Tennessee Centennial at Nashville, the Belgian Exposition at Brussels, the Great Northern Exhibition at Stockholm, the great Horticulture, Arboriculture and Floriculture exposition at Hamburg, Germany, and the Guatemalan Exhibition.

THE Congressional measure authorizing the issue and use of private postal cards failed to become a law, and pri-

vate mailing cards bearing a written message are still subject to the letter rate of postage. Private postal cards containing advertisements are third-class matter, subject to a cent postage for each two ounces, without any limitations as to size or shape.

THE reader who has followed the department store discussion must have discerned long ago that the crusade is a crusade against progressive modern methods of handling merchandise at retail, and as such inevitably doomed to fail. That there are evils connected with the system, no man of intelligence or discrimination doubts. What we need at present is specific information as to the effects of these huge stores upon trade, so as to be able to discern clearly the disadvantages, and intelligently discuss them and propose remedies. To abolish an excellent institution because of its incidental evils is preposterous.

WELL ADVERTISED.

SAN FRANCISCO, May 16.—Gertrude Atherton's latest novel, "Patience Sparhawk and Her Times," has been declared by the book committee of the Mechanics' Institute to be unfit to circulate. This action was the result of a request made some days ago by Arthur Inkersley that the novel be added to the circulating list of the library. The book was purchased and its pages were carefully scanned for objectionable sentences and paragraphs. According to Chairman Leggett, the committee experienced no difficulty in finding them, and so the committee has reported. Upon learning of this decision, the author's friends insisted that the book fairly represented American manhood and womanhood, but the book committee persisted in refusing to admit it. All in all there is a pretty controversy on, and to-day one can not buy a copy of the book for love or money, as the action of the Institute caused every volume speedily to find an eager purchaser.—*N. Y. Journal*, May 17, 1897.

The best thing in an advertising way that can happen to a book nowadays is to have it declared unfit for reading by some prudish censor who does not recognize that to the pure all things are pure. Immediately the book becomes in active demand; and, if it be really bad, its possibilities for evil are enhanced tenfold by the gratuitous advertisement. It is fortunate, however, that in most cases the evil is not in the book, but in the prurient mind of the man who sets himself up to dictate what people shall or shall not read; hence the free advertisement does but little harm, while, at the same time, it aids the publisher far more than would a lavish expenditure in printers' ink.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK. (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

There is a hotel at Oldtown, Me., called Cousins' Hotel. It is kept by Walter Smith. Mr. Smith has gotten far enough along the right road to advertise his house. But that is as far as he has got. He takes a two-inch space in some paper—his local one, probably—and he changes his copy quite frequently, I should judge, for he sends me six of his ads for criticism. I have selected two of the ads to reproduce here. They are no worse or no better than the other four. They are fair types of what Mr. Smith considers good hotel advertising:

Your Neighbor

knows all about your business. He can tell you how you should do it, and he can tell you where your profits are. According to his idea, you *ought* to be rich. But he don't get rich himself.

WHY NOT?

We don't know; we don't care. We simply want to call your attention to

COUSINS' HOTEL, OLDTOWN,

and when you come here come and see us.

WALTER SMITH

We Once Knew

a beautiful young lady who was always pleased to be told that "she had gained in flesh since last time we met," etc., etc.

One day she expressed that fact, in the hearing of a country swain, who decided to enter the circle of her good graces by making compliments to her in that direction.

So, at his first opportunity, with courage and confidence, he drawled:

"S-a-y, Miss Rosie! You're gitten fat's a horg. Ef—you—keep—on—you'll be big's a tub!"

The poor boy was *innocent*. He did not know, *then*. But he travels away from home *now*; and, when he comes to Oldtown, he stops at

COUSINS' HOTEL.

It's the place to stop. Come and see us.

WALTER SMITH.

They are the worst hotel ads I ever saw. I do not see how they could be worse. If I were trying to write some horrible examples of bad advertising as an illustrative warning for this department, I could not beat these. The simple name and address of the hotel would be better. The introductory matter has no connection with the sub-

ject of the ad, and it is particularly stupid and inane matter. I hate to say anything as harsh as this sounds, but I can not say anything else. I do not see how these ads can do Mr. Smith a particle of good. I should think they would do him harm, if anybody who is likely to stop at his house ever reads them. But it is not at all likely that they are ever seen by any guest, present or prospective. So they are simply so much waste.

In the letter which accompanies these ads, and it seems as a sort of excuse for their style, Mr. Smith says his hotel does not have steam heat, electric light or baths in each room. There are no velvet carpets, nor do the cars land passengers directly at the door. This is no reason at all. Because Mr. Smith is not conducting the Waldorf or the New Manhattan is no reason why he can not advertise sensibly and intelligently. The Cousins' Hotel must depend upon some sort of patronage or it would not exist. I do not know what this patronage is or I could advise better in this case. It is probably that of farmers and other traders from the country, and the usual run of drummers. We will suppose that the paper in which these ads appeared reaches this country trade. Mr. Smith could do his house some good by using his space to tell the attractive things about his house, the good meals, if they are good; the home cooking, if he has home cooking; the comfortable beds, if they are comfortable; the rates, and any extra privileges his guests may receive. He may not have electric lights and velvet carpets, but he can have a horse-shed, where farmers can hitch their teams. If he has a good bar, he should say so. If he doesn't keep liquors, he should make a point of that. If the paper he advertises in does not circulate outside of Oldtown, an ad in its pages will do him no good whatever. A hotel is about the only thing that can not be profitably advertised in the local papers. A stranger arriving in a small town does not get a copy of the local weekly and hunt for an ad of a hotel. No, he asks the station-master to direct

him to the best hotel in the place, and Mr. Smith should first take steps to see that his hotel is the best in the place. And he won't need baths in every room to make it so, either. Then if he wants to increase his business by advertising, he should do so intelligently. He should have a concise folder—a postal card is best—telling why drummers, business men and other chance visitors should stop at his hotel. He should mail this wherever it will do good. He can go over the register occasionally and pick out names of those who may come again. He should watch out for summer tourists who may stop in town for a few days, and send them this card. Or if Oldtown has any advantages whatever that make it a pleasant place to spend summer, he should advertise these things in connection with his house. He should look out for the bicycle trade. That will be a big item with hotel keepers this summer. I have no doubt that large numbers of wheelmen and wheelwomen come to Oldtown every day during the season. I wonder if Mr. Smith ever made any effort to reach them. Here is a chance to do some very clever advertising. Make your house a wheelmen's rest. Have racks for wheels, and look out for their safe keeping. Have a boy, possibly, who will clean wheels. Have a large pump to fill them. Make a specialty of bicyclists' suppers. Advertise with a small card in all papers in surrounding towns from which these parties come. Advertise the attractions of a run to Oldtown. Have a folder or card especially for wheelmen, mentioning these things, and send it to every wheelman for miles around. You can get the names from bicycle agencies and from clubs. Make special rates to bicycle parties, and advertise all these things. That is the way for Mr. Smith to advertise the Cousins' House and make his advertising pay.

* *

An Emporia, Kan., undertaker publishes the following advertisement as reading matter in his local paper:

TO DIE IS CAIN.

They Have Such Pretty Caskets In Emporia That Death Has Few Horrors.

Nothing indicates the advance of civilization better than the improvements that men devise in caring for their dead. The coffin was a great step forward, but changes have been made in its form that have taken away much of the horrible gruesomeness of its

ancient form. A new patent casket has been devised which discloses the body reclining on a couch wholly outside of the walls of the casket. These walls and the top are placed over the couch after the services. A number of these couches are now in Emporia at the undertaking rooms of William Clarke. The child's couch is very beautiful in baby blue silk with plush trimmings. These new caskets are designed by artists, and surround death with beauty. It is fortunate for Emporia that Mr. Clarke's well-known enterprise has led him into undertaking, for he has brought to Emporia the newest ideas in this line, and his caskets and undertaking goods are up to date. He has a complete line, including caskets with metallic linings and sliding tops, which do away with the excruciating moments that come when the lid of the coffin is being fastened in place. The shrine top is a new idea in casket making, which enables the mourners to approach the face of the dead friend nearer than they may in the olden style. One of the handsomest of Mr. Clarke's caskets is an oak state casket. He carries a full line of these goods, and the undertaking department of his great daylight furnishing store is under the management of W. C. Dumm, who thoroughly understands his business and adds the spirit of a gentleman to the technical knowledge of his profession.

Mr. Clarke's store is being stocked from garret to cellar for a great spring trade. Men are constantly at work on every floor turning out the handsomest upholstery done in the West. Mr. Clarke can duplicate any bill of goods bought in Kansas City and save the purchaser money. More than that, it keeps the money at home and employs home men.

The difficulty of advertising the undertaking business appears well-nigh insurmountable to those engaged in it. Almost anything beyond the bare statement that the advertiser is an undertaker and an embalmer is apt to become either humorous or grotesque, and no one cares to have either associated with anything so solemn as death. The above reading notice contains some very interesting matter, much of which is entirely new to me, and probably is to all of Mr. Clarke's probable customers. The most glaring objections to it are the head-lines. I rather think they were added by some one else, after the article had been written, who did not stop to consider the tone of the matter itself. They spoil all the effect of the article. Certainly, Mr. Clarke does not think it is a gain to die, either to the person deceased or the surviving relatives, even if it is possible to use a patent casket which makes the coffin look a couch, nor is death shorn of its horrors by the use of a shrine top. With different heads and a change in the wording in one or two instances this would have made a very good announcement of the improvements in Mr. Clarke's undertaking business, and any one who had

read it would probably recall its suggestions at the time when he needed them. A better form of head would have been :

THE BURIAL OF THE DEAD.

WILLIAM CLARKE TELLS ABOUT SOME RECENT INNOVATIONS IN THE ART OF UNDERTAKING.

"Authentic Dress Hints for Men" is another practical and helpful booklet sent out by a clothier and furnisher. It is issued to advertise the goods sold by Brill Brothers, of New York ; but it contains in condensed form the correct dress for men on all occasions, and is of such small, handy size as to be easily preserved, and probably will be frequently. This is the kind of advertising that ought to and probably does pay.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—ED. P. I.]

For a Dentist.

The Tooth,

when perfected in growth, is the hardest structure of the body. Composed of pulp, dentine, enamel and cement. How quickly does it decompose, however, under the baneful decay! Liberal use of quill pick and brush, with a visit now and then to a competent dentist, means lovely teeth.

For a Furniture Store.

Take Advantage

while the advantage is here to take—of furnishing your house with the very best of qualities—at prices that have no precedent for lowness. You'll find the lines offered are strongest just where your home supply is weakest. That doubles the importance of the bargain.

For example—

For an Instalment Furniture House.

Take Good Care Of Your Baby.

That may seem to be an unnecessary caution, but the point we want to urge is—take the little thing out in the fresh air. Give it a chance to grow and be healthy. If you haven't a carriage—get it—get it to-day! Things that "might have been" are the bitterest of all regrets. Alif you have to do is to select the carriage.

YOUR CREDIT IS GOOD!

Our weekly or monthly payments make the buying easy. Carriages from \$5 to \$50.

For a Furniture Store.

Easiest Terms Ever Known!

Not only on bicycles—but on everything known to housekeeping. We make, lay and line all carpet free—no charge for waste in matching figures. Our matings are thoroughly reliable—and we tack them down free.

It is time you had the refrigerator—get it to-morrow! You will find every convenient size here—all prices—from the ice chest at — up.

Baby carriages, 3-piece chamber suites, 40-lb. hair mattresses, woven wire springs (give prices).

For a Clothing Store.

The Signs Are Unfailing.

This big Boys' Department means something. This immense stock means something. This big force of clerks means something. Means satisfaction—a satisfaction that you won't find anywhere else. They're the unmistakable evidences of the store's unapproachable facilities. Every line here is a "guide line."

For a Druggist.

Only Registered Pharmacists

Fill prescriptions here. We run no risk of making mistakes—or having prescriptions carelessly compounded—by employing boys or inexperienced apprentices. Our prescription pharmacists—Messrs. W. B. T. Davis and J. S. Noel—fill all prescriptions left here. They are careful.

They put up prescriptions just as your physician wants them.

For a Hardware Store.

Gas Stoves.

It isn't alone the summer comfort of them that makes Gas Stoves popular—there's the summer economy, too.

Better to broil with,
Better to boil with,
Better to bake with,
Better to roast with
than either wood or coal. A touch, and there's a fire—full blaze. Another touch—gone. Clean, simple, safe.

For a Carpet Store

Summer Floor-Coverings.

The approach of hot weather means taking up the heavy, hot winter Carpets and substituting Matting. Every good kind of matting, in pretty, desirable effects, will be found in our superb stock at startlingly low prices. A few hints:

IN GERMANY.

Germany has some laws against "unfair competition," parts of which relate to advertising. These provisions are substantially as follows:

Under section 1 whoever, by means of open advertisements or other communications intended to reach a large number of persons, makes false or misleading statements as to the services to be rendered, or the circumstances of the sale, particularly concerning the genuineness, composition, value, method of production or source of the goods, or as to medals, or the motive and purpose of the sale, with a view to producing an especially favorable impression on the public mind, may be restrained from so doing upon application from a competitor or from a union. The provisions of this section are intended to restrain persons from advertising imitation goods as genuine, as gold-plated articles as gold; goods made from raw materials as made from finished materials; machine-made goods as hand-made; inexpensive goods as offered at a sacrifice; the possession of medals or awards that have not been awarded, or sales alleged without foundation to be due to death, retirement or closing out.

In effect, a person losing trade because of the unfair methods of a competitor can secure an injunction restraining that competitor from using such methods, and can recover damages, not only for the direct, but also for the indirect loss he may have suffered. An advertiser is liable for negligence in ascertaining the untruthfulness of his statements, as well as for knowledge that his statements are not based on facts. Editors and publishers are supposed to publish only such announcements as are known to be true. Although they can not always ascertain the facts, editors and publishers are liable if they know the advertisement to be untrue, and the editor's knowledge is binding upon the publisher and printer. But the seller of the publication is not liable.

Under the fourth section the use of a name, firm name, the name of a brand of goods, or the name of a publication that is likely to become confused with the firm name, name of a brand of goods or the name of a publication already in existence, is forbidden. An injunction to restrain persons from using such names may be secured, and a suit for damages may be entered.

WILLING TO BE BRIBED.

It is a common happening for publishers who are conducting word contests to receive letters from those who want to be confederates and acknowledge getting the leading prize upon receipt of ten to fifty per cent of it.—*Our Silent Partner.*

A PRINTER'S SCHEME.

A firm of printers suggests a plan of advertising which they say has proved advantageous in bringing new business to themselves. They issued a small folder offering an attractive list of the best-known ten-cent magazines free for one year to purchasers bringing a specified amount of trade. Taking the month of January, the firm announced "To every one of our customers, old or new, who orders \$5 worth of printing from us during the month of January, we will send, absolutely free of charge for one year, any one of the magazines listed." They also stated that the work need not be ordered at one time, but just so that the bill for the month specified should be \$5 or more. To

prove that an extra price would not be put on the work to make up for the premium, they showed their printed list of prices, from which they never deviated, asserting that their purpose in making the offer was to gain permanent customers. The firm made special rates with the magazines mentioned in the folder, and issued about seven hundred of the folders in directed envelopes, getting the names from the directory and blue book, and they state that the scheme brought in a great many new customers.—*Inland Printer.*

QUEER MAIL MATTER.

"We run across some very queer things here sometimes," said one of the post-office employees yesterday, "but I think the very queerest piece of mail matter I ever handled was one that was brought in three or four years ago by one of the collectors. He said when he opened the mail box he saw a loose stamp lying there and picked it up. To his surprise he found a penny adhering to the gummy side, and across the end—it was a two-cent Columbian—was written the address in ink, very small, of course, but perfectly legible. That was all there was to it. The cent was the letter, and the stamp served as an envelope. You couldn't imagine a more compact epistle."

"Did it carry all right?"

"I suppose so. The cent was stuck on tight, apparently, and as the address was a 'city' one, it probably held until delivered. I suppose it was sent partly as a joke and partly to test Uncle Sam's patience. It caused a great deal of comment in the office, and the boys all agreed that it was one of the strangest things that ever happened."—*Pittsburg Dispatch.*

A GREAT BARGAIN.

The following story is told of the late Adam Black, the founder of the well-known publishing house:

One day shortly after Mr. Black commenced business as a bookseller, a suspicious-looking man came stealthily into the store, and leaning over the counter, whispered into his ear:

"I've got some fine smuggled whisky which I'll let you have at a great bargain."

"No, no," said Mr. Black, indignantly, "I want nothing of the kind. Go away."

The man, evidently not believing in the sincerity of this righteous outburst, leaned over the counter and whispered:

"I'll take Bibles for it."—*Exchange.*

THINKS NEWSPAPERS TOO CHEAP.

The viciousness of our newspaper situation is in having all their profit depend upon getting advertising by means of circulation. The circulation itself ought to pay. The newspaper is too cheap. So long as it is cheap it tends to be nasty. The subscription of a newspaper ought to pay for its production. A good newspaper, well printed, with trustworthy news of the world, is worth three times the present price of our ordinary journals. Even then it would be the cheapest thing in the market. The advertisements that came to such a paper would pay it for its expenditure of brains and industry.—*Chas. Dudley Warner, in Harper's Magazine.*

FIRST OHIO NEWSPAPER.

The first newspaper published in Ohio was called the *Centinel of the Northwestern Territory* and made its appearance November 9, 1793, from a little garret on Front street, west of Main, in Cincinnati. Wm. Maxwell was the editor.—*Ohio Newspaper Maker.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d.
8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS.
WEEKLY TIMES-News, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4,320 copies. Reaches the best homes. Ask for rates. Address C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P-I."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

Displayed Advertisements.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for Bds. E. T. PARKER, Bethlehem, Pa.

Business.

If your business ought to pay you better, there's a way to make it. There is no business problem that cannot be solved by courage and common sense.

It is easier to get business than it is to do it right, after you get it.

Increased business comes of doing it right and letting people know that you do. If a business is thoroughly right in other respects, the advertising of it is a plain matter of driving that fact into the minds of those who ought to know it.—*Extract from my booklet, which I will send free to business men. Write to Wolsan Lixey, Writer of Advertising, 150 Nassau Street, New York.*

Walter C. Swart

Advertising Agent

Placing advertisements for insurance companies and agents a specialty.

Any advertisement placed anywhere, any time, for reliable people.

P. O. Box 830

128 Wall Street

Schenectady, N. Y.

YOUR ADVERTISEMENT

Inserted in a first-class daily newspaper is the most effective way of reaching a given section.

THE ST. JOSEPH HERALD

Is the leading family newspaper in Northwestern Missouri, with a circulation of 8,000 Daily, 8,000 Sunday, 9,000 Weekly. It offers the means of obtaining

SURE RESULTS

In the way of extending the sale of your goods among the families of this locality.

Any information regarding advertising of H. D. LA COSTE,
38 Park Row, New York, Eastern Manager.

5,000

4, 6 or 8-page papers

From flat forms of type with the
"MULTIPRESS."

15,000

4 or 8-page papers

From stereotype plates with the
"NEW MODEL."

EACH PRESS the simplest in its line,
the most convenient to handle,
the most economical to operate of
any on the market.

For your Job Department, the
"CENTURY" PONY.

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

THE TIMES-UNION

has a larger
paid circulation than all the
other Albany dailies combined.

**BOOKS OPEN
TO ALL.**

Consequently
it is the best advertising medium
in the Capital City.

JOHN H. FARRELL,

Editor
and Proprietor

Albany, New York.

"New England's Family Paper."

...THE...

Portland Transcript

The average circulation of the TRAN-
SCRIPT in 1896 was

23,472.

More than one-half of the TRANSCRIPT's
readers live in Maine; nine-tenths of
them live in New England.

Draw Your Own Conclusions.

Will it pay you to advertise in a paper
of literary merit, the favorite of 23,400
New England households?

The Cost is Moderate.

A 4-inch ad costs \$163.80 for six months.
The same ad next pure reading matter
costs \$180.18. Why not write us?

TRANSCRIPT CO.
Portland, Maine.

It is the only one —

The Agent's Guide New York,

has the honor of being the only true
Agent's Paper published in the whole
world

Completed its One Hun-
dredth successful month with
the April issue.

It pays advertisers wanting Agents
or mail orders. That's why hun-
dreds use its columns year after year.

Advertising 50 cents per line agate,
or 40 cents on yearly
orders; cash monthly
in advance, or send through any reliable
agency.

It is worth your while to send a quarter,
for a full year's subscription. Address

AGENT'S GUIDE,
P. O. Box 434, New York.

The Argus

ALBANY, N. Y.

Daily, Sunday and Semi-Weekly

BRIGHTEST AND BEST.
Under new management.

THE
ARGUS
has
resumed
its
position
as
the
Leading
Democratic
Newspaper
of
the
Empire
State.

The circulation of THE
ARGUS is increasing at
the rate of

1,000

copies per month, and
every effort is being
made to keep the paper
in the front rank. Its
columns are pure, free
from unclean matter of
any kind. It is wel-
comed and read by
everybody in the home
circle. Send for sample
copies of the papers
published in Albany,
and you will understand
why THE ARGUS leads.

THE ARGUS COMPANY,

Albany, N. Y.

JAMES C. FARRELL, Manager.

Post-Office Statements.

They give Campbell's Soil Culture and
Farm Journal over 10,000 circulation.
Since February 1, 1897, we have the
documents for not lower than 10,000.
They show as high as 10,777, lowest
10,000.

Our sworn circulation in the American
Newspaper Directory for 1896 is 1,529.
The paper at that time was known as
Western Soil Culture. It was under
a different management, and claimed
15,000. We changed the name and
figured the honest, actual circulation
from the printer's statements.

Campbell's Soil Culture is edited by
the great agricultural authority of the
west, H. W. Campbell, originator of
the Campbell Method. It teaches the
farmers of the Northwest how to raise
crops in spite of drought. ITS
S E I A L I T Y M A K E S I T S S P A C E
V A L U A B L E.

Mr. Campbell has supervision of over
40 experimental farms under his method
in the Dakotas, Nebraska and Kansas
this season.

semi monthly; subscription, \$1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,

Sioux City, Iowa.

Advertising Influence

"Everybody is influenced by Advertising—
perhaps unconsciously."—John Wanamaker.

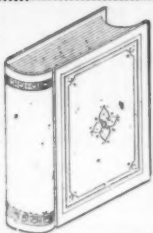
THE STATE—Richmond

Is the Leading Evening Paper
of Virginia.

Circulation that Counts.

The newspaper circulation that counts, that yields the most satisfac-
tory results, is the newspaper with a "home" circulation—that goes
right into the homes and wields home influence. Such a circulation
is THE STATE'S. Three-fourths of its entire circulation is delivered to
the homes of Richmond people, who have buying to do and money to
spend. To reach this class in an effectual manner use THE STATE'S
advertising columns. Cost and results unequalled.

H. D. LA COSTE, New York, Eastern Manager.



A BIG BOOK

might be written on the things I don't know about general advertising; but one thing I do know sure: General advertisers make money by going into the 650,000 home circles reached by the papers of Lane's List every month. Don't know about 'em? Then write me and I'll tell you.

WALTER D. STINSON,
Augusta, Maine.

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1806
to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

The Courier

EVANSVILLE, IND.,

guarantees a circulation:

Daily, - - 8,000
Sunday, - 8,400
Weekly, - 7,100

This is more than all the THREE OTHER English papers of Evansville combined can show. Our books are open to prove our claim.

W. E. SCOTT,
Eastern Representative,
American Tract Building, N. Y.

The Circulation

OF THE

WILLIAMSPORT
(PA.)

Gazette and Bulletin

Is guaranteed to be as represented:

6,000 Daily,
4,000 Weekly.

For rates
and copies
of the
paper
address:





Nothing

*is easier than to
secure a share
of...*

**The Millions
of Dollars
Spent in
Chicago**

Every Year!

You can do it if you advertise in

The Chicago Dispatch

*IT REACHES THE MASSES IN AND
ABOUT CHICAGO.*

Circulation 115,000 Copies Daily.

The Weekly Dispatch

50,000 Copies Weekly,

*Covers the Southern, Middle, Northwestern
and Western States.*

Eastern Office:

**517 Temple Ct.,
New York...**

HOME OFFICE:

**115-117 Fifth Ave.,
CHICAGO.**

Side Talks with Advertisers

TALK No. 4. ECONOMY IN ADVERTISING.

Economy in advertising is care taken in the selection of mediums that will reach the greatest number of your possible patrons at the least possible trouble and expense. The high-class paper has more buyers among its subscribers than the "screamer." It is economy to patronize the high-class paper if you have high-class goods to sell.

The Detroit Free Press

is read by the greatest possible number of the best people in the country. Its age and influence lend force even to its advertising columns. The "Twice-a-Week Press," the successor of the old weekly edition, reaches 200,000 people a week.

R. A. CRAIG,

41 Times Building,

New York.

Written and designed by The Advertisers' Agency, Philadelphia and Buffalo.

The Evening Star.

WASHINGTON, D. C.

May 3 1897.

Publisher Printer's Ink.

New York N. Y.

Dear Sir:

Will you please use a page of Printer's Ink in announcing that The Star broke all its former advertising records last month by printing 1584.46 columns of paid advertising - an average of 61 columns per day, no Sunday edition being issued. We believe that this total considerably exceeds the advertising of any other six day paper in the country and is exceeded by not more than five or six papers with Sunday issues.

Surely if there is any virtue whatever in the old adage that "the proof of the pudding is in the eating" here is eloquent testimony of the appreciation of The Washington Evening Star's advertising columns by those who use them.

Very Respectfully,

The Evening Star Newspaper.



Eggs in Your Basket.



No farmer who doesn't pay reads **Farm and Home**. Over 250,000 farmers who do pay read **Farm and Home**.

It's a practical semi-monthly for practical farmers; it doesn't bother with fancy farming.

You can put

❧ "Eggs in Your Basket" ❧

By Advertising in

Farm and Home.

It is probably one of the best advertising mediums for the farmers' trade in the country.

Some say it is the best.

We furnish sworn statements on our circulation. Bear in mind that 55 per cent of the population are farmers.

Do you want this trade?

The Phelps Publishing Co.,

SPRINGFIELD, MASS.
27 Worthington Street.

CHICAGO, ILLINOIS.
204 Dearborn Street.

Largest circulation of any
paper in Kansas and
Oklahoma.

The Wichita Daily Eagle

Established 1872.

Published for the people
of Kansas and Oklahoma.

No daily journal in the
United States covers its
territory more thoroughly
and satisfactorily than
THE EAGLE.

R. P. MURDOCK, Bus. Mgr.



Tribune Building, N. Y.

The Rookery, Chicago.

A Power in the Land



A BIG CLAIM, but a big fact, known and conceded by every resident of Utah and

the inter-mountain country, irrespective of

**RELIGIOUS BELIEF or
POLITICAL FOLLOWING.**

A GREAT, BIG,
BROAD-GAUGE PAPER,

with modern appliances and enterprising ideas, meeting the wants of an exacting people. Everybody in Utah, Idaho, Montana, Nevada and Wyoming reads the TRIBUNE. The paper you see on all news-stands, in all hotels, on all trains:

Salt Lake Tribune





THE JOURNAL is the only paper in the South that prints a daily statement of its actual circulation. The register on its press is open to the inspection of everybody.



Atlanta Journal

Over Half a Million a Month.

Circulation of The Atlanta Journal During April, 1897:

April 1.	Counter register.....	21,540
April 2.	Counter register.....	21,470
April 3.	Counter register.....	22,540
April 5.	Counter register.....	22,820
April 6.	Counter register.....	22,040
April 7.	Counter register.....	22,210
April 8.	Counter register.....	23,880
April 9.	Counter register.....	22,220
April 10.	Counter register.....	25,680
April 12.	Counter register.....	22,350
April 13.	Counter register.....	22,250
April 14.	Counter register.....	22,680
April 15.	Counter register.....	22,810
April 16.	Counter register.....	22,800
April 17.	Counter register.....	23,530
April 19.	Counter register.....	22,900
April 20.	Counter register.....	22,110
April 21.	Counter register.....	22,460
April 22.	Counter register.....	22,540
April 23.	Counter register.....	22,510
April 24.	Counter register.....	23,330
April 26.	Counter register.....	22,210
April 27.	Counter register.....	22,570
April 28.	Counter register.....	22,290
April 29.	Counter register.....	22,070
April 30.	Counter register.....	22,230

Total.....588,040

AVERAGE PER DAY . . 22,617

This is the largest circulation of any newspaper, morning or evening, between Baltimore and New Orleans.

THE ATLANTA JOURNAL.

HOKE SMITH, President.

H. H. CABANISS, Manager.





A citizen of Kansas City, Mo., says : "For a number of years I suffered from constipation in its severest form, my liver failing to act for a week. I have tried any number of specifics and have also had physicians prescribe for me, but received only temporary relief. I had my attention first called to

RIPANS Tabules

by a small sign on a telegraph pole which said, 'One Gives Relief.' I procured some and before I had taken half a dozen I began to feel the good effect, especially from the pain I would suffer when my liver was trying to act. I now have no more trouble. My bowels act regular and free, and as a result my health is much improved."

Printers' Inks Sold in Dry Goods Stores

THE CREWS-BEGGS DRY GOODS CO., cor. Main and Second Sts.
PUEBLO, Col., April 27, 1897.

Printers Ink Jonson, 8 Spruce Street, New York, N. Y.:

DEAR SIR—I would be pleased to have you send me your price list and discounts on quantities. I do not mean in car lots, but on moderate size orders. I know that your inks are O. K. I can supply the small job offices here. Few of them would order, or could, in quantities, and I could carry a line of your inks and supply them as they wanted it. This isn't just in my line, but as the place isn't very large I can do this without interfering with my other business. Thanking you for an early reply, I remain,

P. O. Box 385.

Yours truly,

JNO. D. GLASS.

Any storekeeper in a country town can make some money by carrying a small stock of my inks on his shelves. I sell quarter-pound cans of most fine Job Inks at \$3.00 for a dozen cans, and printers readily pay 50 cents, 75 cents, or even a dollar for these small cans, with great cheerfulness, if they can get them on the spot and have a few days' time allowed before paying for them. The majority of printers are compelled to send to the nearest ink house when they need a special shade, and generally have to use goods which are not exactly right. My prices and terms are the same to every one (agents or not); but as ink is the smallest item on a job, the printer never objects to paying a few cents more than I charge if he buys just what he wants and gets it without waiting. Jobs are often lost by delays, and another printer gets on the inside track. In every town that supports half a dozen printers a dealer may make money by carrying a stock of my INKS.

Last month (April) I received 703 orders from printers in this city, making a total of 2,418 since the first of the year, all from this town. This is a showing no ink house in the world can equal in its own city. Send for my booklet, "Best Liked Where Best Known," describing my trade in my own bailiwick.

Price list mailed on application. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

Good advertising

Good advertising—advertising that pays—that's good advertising. Talking to the right people in the right way—that's what makes advertising pay. Advertisers who use

Womankind

talk to 50,000 women and their families—women who hold the purse-strings and very largely decide what the whole family shall eat, drink, wear, read and enjoy. They are “the right people” for the general advertiser to talk to.

Womankind



enters into the entire round of woman's life; it makes her work lighter, her pleasures keener, her existence happier. Its ads appeal to her with peculiar force—and advertisers receive particularly gratifying results.

The Hosterman Pub. Co.
Springfield, Ohio.




1227 Am. Tract Soc. Bldg.,
NEW YORK.


50 Hampshire Block,
CHICAGO.

Circulation
Books
always open
to...
advertisers.

When you come to think
over it, you can easily 
understand why so many
prominent advertisers 

PLACE CARDS IN THE STREET CARS

controlled by us. 
They get proper display,
proper cars and proper 
treatment — consequently
they stick to us. 

We can take similar
care of you. 

GEO. KISSAM & CO.

253 Broadway,
New York.

Street Car Advertising *IN THE* States of

*Massachusetts, Rhode Island,
Connecticut, New York,
New Jersey,
Pennsylvania, Maryland,
Illinois, Ohio,
Michigan, Wisconsin,
Indiana, Minnesota, Colorado,
Louisiana, Canada.*

BEST
CARS.



LOWEST
RATES.



GEO. KISSAM & CO.

253 Broadway, New York.

ADVERTISEMENT'S

BY _____

TELEGRAPH.

IF YOU murder your mother-in-law,
" or set fire to the City Hall, the  
Associated Press will send the news
all over the country, and the leading
papers will print it under the heading
of "By Telegraph"—all without cost
to you.

IF YOU sell the new clock for the Phila-
delphia City Hall or supply your
brand of champagne for the Patriarchs'
Ball at the Waldorf, WE will send out
the information for you, and next morn-
ing it will appear in the leading papers
under the heading, "By Telegraph,"
and when you get our bill you will
admit :

1st.—That the Advertisement was
excellent.

2d.—That the cost of it was right
smart.



For further particulars address

The Geo. P. Rowell Advertising Co.,
10 SPRUCE STREET, NEW YORK.